

Benefits of Advertising

- Popular Reference Guide
- Long Shelf Life
- Cost Effective
- Broad Reach
- Delivered to all Subscribers
- Placement Opposite List of Choice

Dominate Your Industry

When your company advertises in the *Book of Lists* it's like advertising in the region's dozens of telephone books. Only better, because it costs a lot less.

Dominate your own industry list, or target your message to an industry with which you do business. With an advertisement on the page opposite your list, you will get repeated exposure of your message all year long.

The Business Lists

- Accounting Firms
- Advertising Agencies
- Airlines
- Airports
- Apartment Communities
- Architectural Firms
- Arts & Cultural Organizations
- Banks
- Cable TV Systems
- Cellular Telephone Companies
- Chambers of Commerce
- Child Care Centers
- Colleges & Universities
- Computer Dealers / Services
- Copy Machine Dealers
- Credit Unions
- Economic Development Agencies
- Employee Assistance Programs
- Engineering Firms
- Environmental Engineering Firms
- Fiber Optics Firms
- General Contractors
- Golf Courses
- HMOs
- Health & Fitness Clubs
- Home Health Agencies
- Hospitals
- Hotels
- Insurance Agencies, Life & Health
- Insurance Agencies, Property & Casualty
- Internet Access Providers
- Law Firms
- Long Distance Companies
- Manufacturers, Largest
- Meeting Accommodation Facilities
- Newspapers
- Occupational Therapy Providers
- Office Furniture Dealers
- Office Supply Firms
- Package Delivery Firms
- Paging Companies
- Private Schools
- Radio Stations
- Real Estate Brokers, Commercial
- Real Estate Brokers, Residential
- Resorts
- Restaurants
- Retirement Communities
- Savings Banks
- Small Business Development Centers
- Software Development Companies
- Stock, Bond Brokerage Firms
- Substance Abuse Facilities
- Telephone Operating Systems
- Television Stations
- Temporary Employment Agencies
- Travel Agencies
- Web Site Designers

REQUIREMENTS

To sponsor a full list you must purchase a full sized ad. (See rate sheet). *Some restrictions may apply*
Specify the list you wish to sponsor by deadline date and submit a camera-ready ad
or work with our in-house designer to create an ad for you. For more details, see your account executive.



BOOK OF LISTS

Deadline:

**First -right -of-refusal
Feb 11, 2008**

**Final Deadline
April 7, 2008**

**Guaranteed position
is on a first-come,
first-served basis.**